

# How Panaya Uses Social Data to Enhance Its Facebook Retargeting ROI



## About Company

Panaya provides cloud-based test management, test automation and application lifecycle management solutions that ensure collaboration between Business and IT.

Industry  
Technology

Headquarters  
Israel

Staff Members  
200 - 500

# Introduction

**As a marketer, you're always trying to reach the right audience, with the right content, at the right time. Chances are, you're spending a lot of time and money doing so.**

Luckily, this is where remarketing (or retargeting) tools like Adroll and Facebook Retargeting come in. These solutions enable you to reconnect with audiences who have already shown interest in your business. Using data from your CRM, marketing automation, or any customer contact list, you can build custom audience groups, which you can target with relevant ads. One such company that employs Facebook Retargeting effectively is Panaya.

Panaya's marketing team maintains a full content pipeline with eBooks, whitepapers, webinars, blog posts, and more. In order to generate the most engagement and conversions from their content, they use Facebook Retargeting. As such, they retarget to audiences from several sources, including their known and anonymous website visitors.

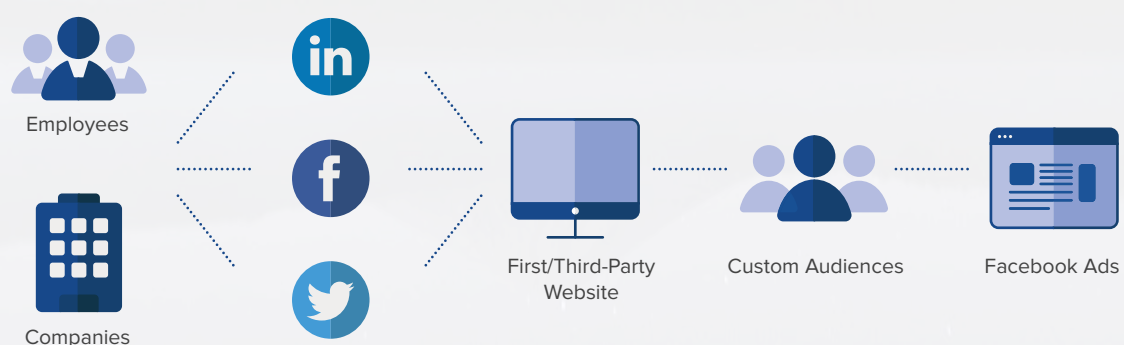
**Panaya is a SaaS company that provides cloud-based quality management services for enterprise applications worldwide.**

# Facebook Retargeting Integration

The more you know about your audience and how they engage with your content, the better you can deliver an optimal experience that leads to conversion.

With the Oktopost-Facebook integration, Panaya can leverage an additional dimension of social data to remarket to audiences who are knowingly engaged with its content. As a result, Panaya improves its remarketing results and pays less for each conversion. More specifically, Panaya does two powerful things with its social data:

- 1 Reach Socially-Engaged Audiences with Personalized Content
- 2 Reach New Audiences through Employee Advocates



## Reach Socially-Engaged Audiences with Personalized Content

Panaya can remarket to audiences who click on any of its social posts, regardless of which network they engaged on or whether the post links to a third-party website. Using this additional data set, Panaya can easily reach a broader group of people with relevant content within Facebook – people who didn't necessarily engage with them directly via Facebook or their website.

In addition, Panaya can tailor ad content to audiences based on their topic of interest. In other words, if someone clicks on a Tweet with an article about 'global warming', this person can be retargeted later on with a webinar about the same topic.

## Reach New Audiences through Employee Advocates

Taking this integration to the next level, Panaya can also remarket to individuals who are highly engaged with content that is shared by their employee advocates. So anyone who clicks an employee's post can be reached with highly personalized Facebook ads. In doing so, Panaya is penetrating a bigger—and highly important—audience territory, improving conversion rates and ROI.

“Our prospects are highly engaged and the conversion rates on our own campaigns are higher than usual.”

Natalie Cohen  
Senior Marketing Manager at Panaya

# Drive Greater Results

Reaching relevant audiences while staying within reasonable budget can be tough. By integrating the Oktopost social data with its Facebook Retargeting, Panya is able to achieve this win-win situation.

For one Facebook campaign with an audience group built from Oktopost data, Panaya generated a 1.91% click-through rate and a 0.48% conversion rate, while the cost-per-click for this audience group was extremely low – \$1.65. Overall, Oktopost allows Panaya to maximize the potential use of Facebook Retargeting, reaching the right people, with personalized content, at a lower cost.



1.91%

Click-Through Rate



0.48%

Conversion Rate



\$1.65

Cost per Click

“Thanks to the Oktopost we can reach a broader audience with highly personalized Facebook Retargeting ads, regardless of which social network or website they engaged with.”

Rafi Kretchmer  
VP Marketing at Panaya



# Enrich your Facebook Retargeting with Oktopost social data

Request a Demo